

Female Cigaret Smokers Not Timid In Approaching Local Tobacconists In Quest of Their Favorite Brand

By JOHN T. COCHRAN.

In these uplifting days of prohibition, the radio craze and the era of flippant fancies of fair flappers, cigarette smoking by women whether in public or in private has ceased to cause the excitement it commanded not many moons ago. It is not my intention to ridicule the women for acquiring a habit that every real man at one time considered all his own, neither shall I attempt to uphold them for such practices.

It has recently been said that women are turning from scented cigarettes to the heavy variety smoked by brother and hubby. If such is the case many of the opposite sex, no doubt, and perhaps many women also, would like to know the condition exists in South Bend. How do these women act when they buy smokes, perhaps is another question many would like to have answered.

I finally decided to have the clerks, who cater to the female admirers of Nicotine, answer a few questions concerning the smoking proclivities of the female of the species. Much interesting information was obtained on my journey to the various tobacconists, which I offer for your personal consideration.

Become Near the Point.

Entering a popular Michigan street store, I waited like a thief in the night for the approach of some fair damsel in quest of cigarettes. My stay was so extended that the proprietor began to size me up with suspicion and emitting a nervous cough I departed in search of more fruitful fields. A tour of the combination cigar stores and pool rooms offered nothing in the way of encouragement and I was forming the impression that South Bend possessed no female smokers, who did their own purchasing.

While following up another story I chanced to enter a combination pool room and cigar store, which I had not visited on my previous tour. I remained in the store less than 45 minutes but during that time no less than six women entered and bought cigarettes. I closely watched every move they made, so closely in fact that I was under the impression that two of them noticed my interest in them. In comparison with the attitude of male cigarette purchasers, I could notice no marked difference in the women.

Each of the women, ranging between 22 and 35 years of age, nonchalantly entered the cigar store, made known their wants in an ordinary tone, received their change and departed. The clerk was as little disturbed by the women purchasing cigarettes as the women themselves. And strange as it may seem, none of the women I saw that day requested the scented variety. The ordinary weed of moderate price so popular with the male smokers was requested and delivered to the women smokers. Of the six I overheard give their order four bought "Camels," while the remaining two bought "Lucky Strikes," the latter perhaps because of the reference to cooking.

Refined Smokers.

The women in question were all neatly and moderately dressed, sans was paint, sans unreasonably high skirts, without the least indication of uncouthness and vulgarity. There was no sign of the pasty colored complexion, prevalent among narcotic addicts and cigarette fiends. Their every action from the time they entered until their departure was marked with refinement.

Time would not permit me to await the arrival of more female customers and decided to hear more about the women from the proprietor. I was rather timid about delving into his business transactions but finally picked up enough courage to open a conversation.

"Do you notice any change in the brand of cigarettes bought by women in comparison to former years?" I said, expecting to be told it was none of my business. The rude rebuke was not forthcoming and I breathed easier from that time on.

"Yes, I have noticed that the women choose the popular brands, although some still stick to the cork and straw tips. The latter class are fast dying out, though, and much sales are becoming rare. As a matter of fact more men are buying cork and straw tip cigarettes today than do women. Whether or not this is due to the strength of the tobacco I do not know."

From Weak to Strong.

"As a rule though," I broke in, "the women buy the scented brands, don't they?"

"Not at all, unless they are just breaking in, then they will buy 'Violent' and such makes. No, the women who smoke cigarettes because they enjoy them invariably purchase such brands as 'Camels,' 'Lucky Strikes' and those who are just getting over the first stages of learning. I mean the ones who start with 'Violents,' quickly swing into 'Pail-Mails,' 'Melachrino' and sometimes 'Chesterfields.'"

"Do I understand that those are the only brands the women ask for?"

"Not at all, but they are the most popular. You can't mention a brand I have in this store that the women absolutely do not buy. When I order cigarettes I never consider the fact that I have a large number of both men and women. It doesn't matter. I just had a woman in here that told me she didn't like the brand she has been smoking and asked me if I could suggest a good, mild cigarette."

"Do you notice any timidity on the part of women purchasers when ordering cigarettes?"

New Worn Off.

Well, no, not enough to be noticeable. When a woman acts timid I make up my mind she hasn't been smoking very long, and they generally walk up and down the street before entering to make sure there are no men around. But you don't see much of that now. But I will say I have never noticed any of them that come in here, act brazen about it. They come in and make their purchase and walk out again. I have entered to the women smokers so long that I don't pay any particular notice of them.

I told him of my visit to other stores and asked him how he accounted for his large trade of women smokers.

"How long have you been standing in here," he asked. I told him almost an hour.

"Well have you heard anybody swear in here during that time?" I had not. "That is why the women patronize my place. I never allow interlopers in here and when the pool

players get boisterous I order them out if they can't behave. All the caudle actresses patronize me and I know for a fact that I sell to more women than any three cigar stores in the city. Come around late in the morning or early in the afternoon when the women are shopping and see the type of women who come in here. The public as a rule tries to class women smokers in the wilder class, but that is far from the truth. I have never seen any of that class in my store."

"Is there any particular age that you can connect with women smokers?"

"Why I have them all the way from 20 years to 60 years. I must have noticed that I doubted the 60 years old as he impressed upon me that he had one woman customer 60 years old that smoked almost a pack a day. 'I will say I am never troubled with the real young girls trying to purchase cigarettes, although I have many small boys after them. These—er—flappers, I don't believe purchase cigarettes although they might have their friends buy for them. As a rule, a flapper is nothing more than a young girl that likes to give people the impression she is tough and worldly wise, but not half as bad as some people would paint them."

A short distance down the street I entered a small restaurant, patronized by many women, and asked for an estimate as to the number of women smokers who patronized the place.

"I have never sold cigarettes to women and never will," was the curt reply of the boss. "The women's place is in the home and I don't approve of them smoking or dabbling in politics."

Like Popular Brand.

"But the women can remain in the home and still smoke cigarettes, which many of them do," I retorted, but the restaurateur turned away in disgust and I departed.

I then turned into a downtown hotel, brazenly walked up to the female clerk and did my stuff.

"Oh, we sell some of the scented brands," the young lady informed me, "but no where near the amount of the regular kind."

"What do you mean by the regular kind?"

"Well, Pail-Mails, Patmos, Lucky Strikes, Camels, Chesterfields, Melachrino, almost every kind we have. There isn't any particular kind although we sell a lot of those I mentioned."

The male clerk joined the conversation and told me practically the same. "Women prefer the popular brands," he said, "because of the ease with which they can be bought without attracting attention. At first many of the women offer the information that they are buying them for their husband or brother but as a rule the majority are not bashful about asking for cigarettes."

No, I didn't ask the female clerk if she was a cigarette smoker.

POINT STRAINED, BUT ROYALETIQUETTE WON

ATHENS, April 29.—King Constantine is causing the chief of the Protocol service a deal of trouble and giving him many sleepless nights. At any official or public function the Protocol Service is hard pressed to find a means of having Constantine present as well as members of the Diplomatic Corps.

Since he returned to Athens from exile many countries, including France and Great Britain, have refused to recognize him. Other countries, mostly neutral during the war, have recognized Greece's king.

Recently a mass was celebrated for Pope Benedict XV, to which the Diplomatic Corps was invited, as well as the royal court. The Protocol Service for several days could not think out a way of having both present without obliging them to meet each other. The king, in order to reach his seat, had to pass before the Diplomatic Corps. A means of avoiding the meeting was found by the erection of a huge screen between the diplomats and the king. Once seated the king could see the ambassadors and to those whose countries had recognized him he bowed in salute and the ambassadors answered.

Representatives of France, Great Britain, Belgium and Italy immediately showed more interest in the flutter of a fly above their heads. Court etiquette had been saved.

Toy-Making Rebuilds Shell-Shocked Vets

WASHINGTON, April 29.—Shell-shocked war veterans can be cured by putting them to work making toys.

So declares Edward G. McCandish, a war veteran himself and well known as a portrait painter and illustrator of children's books, who has formed such a class at the St. Elizabeth's hospital here.

This method of curing afflicted veterans, the exponent of the theory avers, tends to develop the initiative of the patient, usually lacking.

"The patient," McCandish explains, "is 'exposed' to the influence of the busy shop atmosphere, the bright, even gaudy, colors used in painting the toys, and is gradually encouraged to take hold of the work with as little obvious direction as possible."

McCandish's experiment is being watched with close interest.

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WOMEN BUILD CLUBHOUSE.

CLEVELAND, April 29.—A home for the Cleveland Woman's City club, costing \$250,000, will be built in the near future. Bonds of a face value of more than \$180,000 were sold in a recent campaign. Work on the new structure, which will be a model of its kind, will begin in the early summer.

When you say cigars—say Dutch Masters. 111-17

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'WA DAHWETTI' IS WAIL FROM EGYPT

Natives Flock Through Streets of Cairo, Repeating: "What a Disaster."

ALEXANDRIA, Egypt, April 29.—"Wa dahwetti!" is the wail that is continually going up through Egypt.

"Wa dahwetti!" means "What a disaster!" and it has been adopted as the slogan of the Zaghloulites who are protesting against the creation of the Sarwat Pasha cabinet and the "veiled protectorate" under Great Britain.

Women and children, students and aged men wander through the streets of Cairo plaintively wailing "Wa dahwetti!" in protest against the new government, which, despite the walls of many of the Zaghloul

ists, has the support of a substantial number of business and political leaders.

Wherever there are gathered representatives of the Sarwat government and wherever there are public meetings the plaintive Oriental wail, "Wa dahwetti!" can be heard.

The supporters of the Zaghloul movement are untiring in their efforts, and, deprived of the right of making speeches and of the press, they have taken to the issuance of frequent manifestoes in the form of handbills. These manifestoes invariably charge that Great Britain's proposed freedom for Egypt is not to be trusted and protest, that Egyptian office seekers are being misled into accepting the British proposals in order that they may secure easy government positions.

Prince Yusuf Karmel, a descendant of one of the ancient Egyptian Kings, is a leader in the anti-Sarwat movement.

When you say cigars—say Dutch Masters. 111-17



To Lift This Country Up and On

Rome fell when the people of her empire took to huddling in cities; foreigners of eminence, like the great historian Fero, say that the United States may well profit by Rome's example. "A nation like a man can die of poor circulation when the blood is congested in the heart." Only lately have there come into the picture those thousands and millions of slim, strong wires along which speeds energy capital of producing more power, light, and heat than any other known force.

That energy, given its chance to work throughout the length of the land, is going to remove all danger of excessive urbanization. Day after day, given its chance, it makes the small town a better town in which to live; it brings the farmer closer to the small town, putting the farmer in instant touch with the merchant who buys his product, the doctor who tends his ill, and the neighbor whose problems are as his own.

More miles of good roads, more motor-propelled vehicles, extension of railroad lines—and electricity, with its multitude of present uses and its infinite future possibilities—these will guard us from against the perils of city congestion.

Let's become more than a nation of button pushers; we have it in our hands to become a nation that really knows something about the most tremendous force in the world.

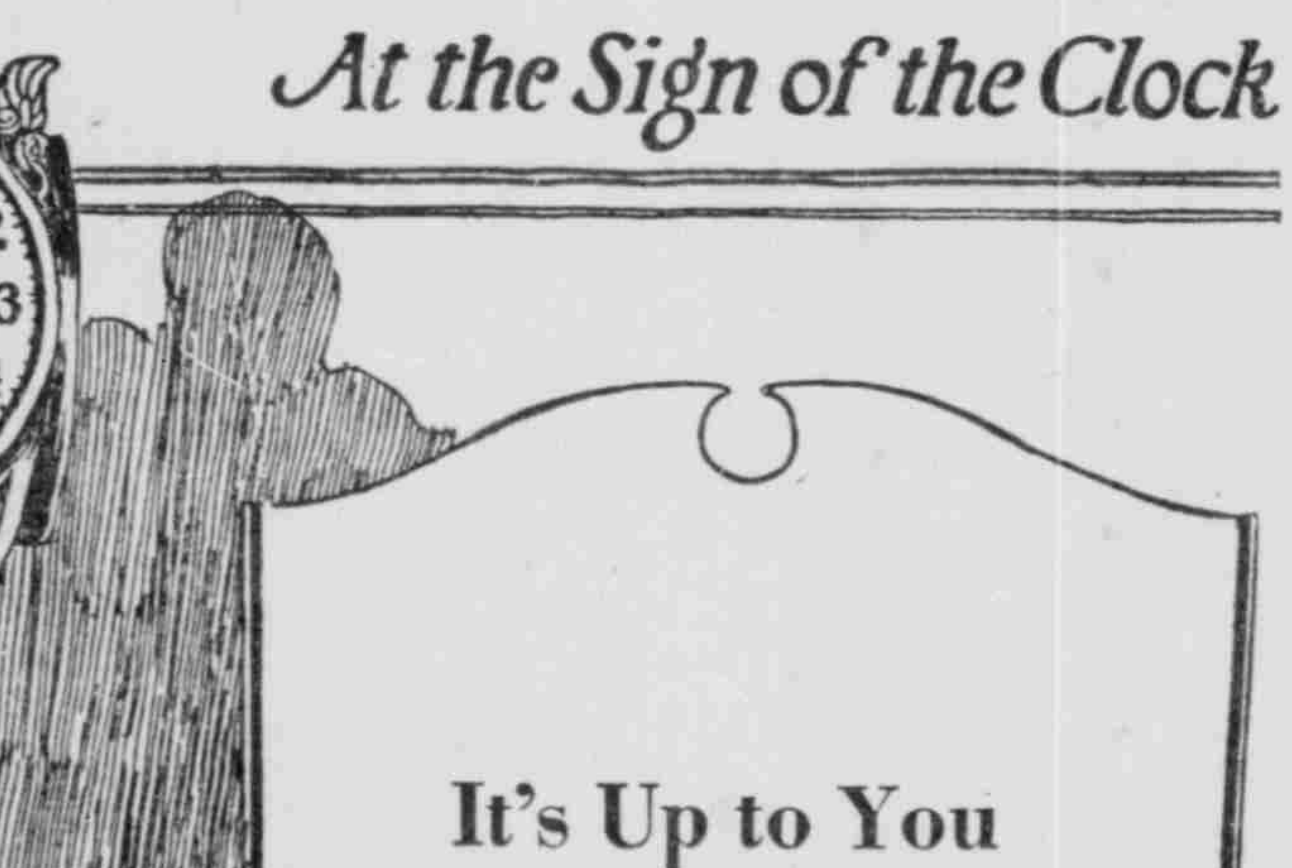
Excerpt from Editorial in Collier's Weekly January 14, 1922

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When you say cigars—say Dutch Masters. 111-17

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